

Aquatic Center Directors Conference
March 21-22, 2007

Roundtable Discussion Agenda Items

Obstacles:

1. Funding
 - a. Coping with funding caps
 - b. Competition with other programs
 - c. Lowering expenses
2. Staff
 - a. Recruitment, training and retraining
 - 1) Advertising for new hires
 - 2) Finding qualified seasonal/temporary instructors
 - b. Preventing turnover and burnout
 - c. Full-time vs. part-time ratio
 - d. Weekend office coverage
 - e. Requirements for volunteers – live scan?
3. Classes
 - a. Avoiding last minute cancellation of activities with outside groups
 - b. Coordinating class scheduling and rentals to avoid double booking
 - c. Lack of classroom space
 - d. Monitoring boat rentals to students
 - e. Improving student numbers and retention
4. Transportation
5. Equipment Problems
 - a. Boat maintenance
 - b. Lack of storage and maintenance space
 - c. Obtaining appropriate boats for program
6. Insurance/Risk Management
 - a. Difficulty acquiring insurance/liability certificates
 - b. High cost of Workers Compensation
7. Marketing and Program Publicity
 - a. Improving awareness of alumni and community
 - b. Improving visibility of centers and programs
 - c. Promotional activities
 - 1) 50% off, 2 for 1, free lesson
 - 2) Flyers, etc
8. Organizational support
 - a. Overcoming bureaucracy and red tape

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Successes:

1. Staff
 - a. Committed volunteer staff
 - 1) Provide instruction, maintenance, administration
 - 2) Helps lower cost
 - b. Training
 - 1) Staff manuals
 - 2) Outside sources for supplemental training
2. Partnerships with the Community
 - a. Committed Donors
 - b. Low cost or free services and boat storage
3. Organizational support
 - a. Great student support
 - b. On-line enrollment for college/university courses
4. Low-cost programs for the public
5. Publicity & Advertisement
 - a. Established reputation in community
 - b. Word of mouth good source